

The Hereford Brand

TUESDAYS—TWICE-A-WEEK—FRIDAYS

23RD. YEAR, NO. 81

HEREFORD, DEAF SMITH COUNTY, TEXAS, TUESDAY, OCT. 30, 1923

POULTRY DISPLAY COMES IN JANUARY

EXACT DATES WILL BE SET AND ANNOUNCED SHORTLY

SHOW OFFICIALS

Are Selected and Notified to Prepare Selves For Service

The Hereford Poultry Association will hold its annual Show probably some time in the month of January. The first week in January seems to be the date most generally favored by the members who have been canvassed so far. The officers of the association will fix the exact dates within the next two weeks and announce them.

Meanwhile preliminary steps have to be taken to insure the success of the show and, at a conference between President J. W. Houston and Secretary N. C. Vogele the following show officials have been appointed to serve from the present time until after the display is over: A. L. Biggs, superintendent; E. W. Kinney and Andy Godwin, assistant superintendents; Fred Galle of Castro county, Claude Ricketts and Arch Collins, assistant secretaries; C. M. Hicks, superintendent of construction, assisted by B. Franks, Ross Fuller and J. W. Houston. More appointments will probably be announced from time to time as additional workers are needed.

The show will again be held in the Stock Pavilion, as it was last year, and most of the members of the association feel that a small entry fee should be charged for the birds. In addition to the regular membership fee of \$1.00. The financial details will be worked out at a regular meeting of the officers. It is announced that Jones & McLean have again offered to feed the birds during the show with Purina products.

All members of the association are urged to be present next Monday at the Cordova Hotel for the business men's luncheon, when chickens will be discussed and eaten at the same time.

Grand Jury Gets Down to Business Monday Morning

District Judge Reece Tatam and district attorney Clifford Braly arrived Monday morning and opened the fall term of court at Hereford. The grand jury was empaneled with G. W. Brumley as foreman and Johnathan Pitman as secretary, and are now hard at work. Judge Tatam stated that this week he will call his appearance docket, and arrange his calendar for the coming jury weeks, beginning next Monday.

Miss Fulkerson Honored By Students at Normal

Canyon, October 29.—Lillian Fulkerson of Hereford was selected president of the Home Economics Club of the West Texas State Teachers' College at a recent meeting at which time plans were made for the year's work. Other officers elected were Lona Johnson, vice president; Marie Gardner, secretary-treasurer; Birdie Lee Burkhalter, Prairie representative; Kathleen Looney, animal representative; Agnes Bler, chairman of the social committee.

The Home Economics Club is a member of the Texas Federation of Women's Clubs.

Lubbock Man Leases Big Ranch to A. R. Groves

O. E. Sears of Lubbock, representing the M. G. Davis Co. of Whitewright, Texas, was in Hereford the latter part of last week on business. Mr. Sears was here to lease the M. G. Davis Co. ranch west of town to A. R. Groves who farmed the land the past year. Mr. Groves said he would plant about 300 acres of wheat this fall and a 100 acres of cotton next spring.

W. B. Whitaker to Take Charge of Ireland Farm

W. B. Whitaker of Electra, Texas, who just recently moved to Hereford, will take charge of the Edgar S. Ireland farm in Castro county for the coming year. Mr. Whitaker is a nephew of Mr. and Mrs. Ireland.

Mrs. J. W. Bartholomew and two children of Pampa, Texas, reached Hereford Tuesday morning.

Head Lock is Too Much For Hudson; Romonoff Winner

Billy Romonoff of Shattuck, Okla., billed as Champion of the Pacific Coast, won a good wrestling match from Jack Hudson of Illinois here last Friday night at the Pavilion, taking two falls out of three. Hudson won the first fall in twenty-seven minutes with a split hold. Romonoff won the second fall in eighteen minutes with a head lock. Hudson was dazed with the power of his hold and was out for five minutes before the third round was started. Romonoff won the third and deciding fall, again with the head lock, in seven minutes.

Hudson showed a greater versatility in general wrestling and worked hard and fast, but Romonoff's mastery of the terrible head lock was too much for him.

A good crowd was out in spite of the chilly weather and a volunteer band under the leadership of Earl E. Wilson kept the pot boiling in between bouts. The Hereford Firemen have arranged another match for next Friday night between Romonoff and Jack Gorman of Chicago, details of which are given in another part of this issue of The Brand.

Life Saving Work Of Red Cross Corps Wars on Drownings

The insignia of the American Red Cross Life Saving Corps on the bathing apparel of men, women and youths is seen everywhere at favorite bathing places along the coasts, rivers, lakes and ponds. In its unrelenting campaign to reduce loss of life by drowning the Red Cross is making constant headway. The demands for instruction from organizations in all parts of the country were so numerous the past year that it was necessary to more than double the staff of Red Cross instructors. This work of training for water life-saving showed an enrollment of over 30,000 volunteers enlisted for duty on patrol, for rescue and resuscitation, all competent to instruct others in the standard water-safety methods. The Red Cross by request of the War Department gives water first aid training at the United States Military and Naval academies and in the military training camps for reserve officers and civilians. The four cash prizes awarded by the Red Cross last year for heroic rescues were conferred upon two girls, a boy and a man, indicating that the youths of the country stand well at the top in conserving life along our water courses.

We May Lose Rev. Liscomb at Conference Session

Rev. L. N. Lipscomb of the Methodist church, accompanied by G. A. F. Parker and Ernest W. ... departed for Plainview Monday morning to attend the annual conference of the church. At this meeting assignments of preachers in the various churches of this district will be announced. The many friends here of Rev. Lipscomb are hoping that he will not be disturbed in his pastorate and will be left with the Hereford church for at least another year. He has made a splendid record during the past twelve months, about \$10,000 having been raised for all church purposes. A dispatch from Plainview under date of October 29 has the following to say concerning the meeting:

"Five hundred delegates to the Northwest Texas Methodist conference from practically every city in the district will be in this city from October the 31st to November the 4th, as delegates to the session. About twice this number of visitors are expected by the committee on arrangements in planning entertainment. Rev. O. P. Clark, pastor of the local church and in charge of all arrangements estimates the attendance on the opening day to exceed the 1500 mark.

"Every citizen of the city together with the Board of City Development and Chamber of Commerce are putting forth every effort to make the conference a big success. It is the custom of the conference for residents of the town entertaining the conference to provide entertainment for the delegates, this the citizens of Plainview will do in a hospitable spirit."

Attorneys and Others Go To the Federal Court

Messrs. Eli Dunlap, C. C. Rockwell, Omer Barker, Otto Olson, John Mosler, Truman Hines and attorneys Carl ... and W. H. Russell went to ... to attend Federal court on Tuesday.

Michigan Miss Wins



"My Share in Making Highways Safe" was the essay which won first prize for Theodora Poole, 13, of Lansing, Mich. 400,000 U. S. school children competed. She receives a gold watch and trip to Washington.

Light Freeze is Latest Development of Weather

The freezing weather which has been "probably" predicted by the Weather Man for several days actually came to pass Tuesday morning when the thermometer hovered around the twenty-eight mark and a thin coating of ice was evident upon horse troughs and poultry water pans in this community. The drop was ushered in early Monday night when a cold north wind blew up suddenly. Tuesday morning was exceedingly chilly, with threatening clouds, but the sun broke through for a time around the noon hour. The Weather Man wired the Brand Tuesday that the temperature would range "between eighteen and thirty" degrees Wednesday morning.

The cold weather followed several days of cloudy and sunshiny conditions. Saturday and Monday afternoons were both delightful, with Old Sol on the job, but Sunday was drizzly, clammy and depressing. The general belief seems to be that the freeze is too light to be of any real damage to row crops or cotton, merely stopping the growth. It is also the general opinion of local weather sharks that the cold spell will entirely stop the recent spell of wet weather—and that is something to be thankful for.

Miss Georgia Keen Was Hurt in Fall From Horse

Misses Georgia and Ruth Keen left Hereford Tuesday morning for their home in Newlin, Texas. Miss Georgia was injured by falling from a horse on her way to school and was advised by physicians to go home for a rest. Miss Georgia Keen was principal of the Red Tower school in Castro county and her sister, Miss Ruby, was attending school at the same place. In the absence of Miss Keen, Miss Harris will act as principal until another appointment is made.

"Hole in One" Club Acquires A New Member

A Hereford golfer has gained admission into the sacred order of "The Hole in One" club, and has emblazoned his name on the golfing scroll of fame. He is none other than W. H. Russell, attorney, and daily patron of the local golf links. Last week Judge Russell, while playing a friendly match with J. J. Clark, made a mighty wooden stick swing from tee number five to green five, up in the corner of the Barber pasture next to the railroad and 25-mile avenue crossing. The distance here is but 170 yards. The ball disappeared in the general direction of the green. When the party had hunted for the illustrious little ball for many minutes one of them looked in the cup to be right, sure about it—and there lay the "ball"—right down in the bottom thereof.

This is the first time such a feat has been pulled on the local course, and the Judge is receiving the congratulations of his golfing acquaintances. He is bearing up modestly under the shower of praise, but promises to do it again in the near future, if his luck holds out.

Many Normal Students Work Their Way Thru School

Canyon, Texas.—Of the 800 students who are attending the West Texas State Teachers College, 199 are paying their own expenses; of this number there are eighty three who are working while in school.

Students are employed in the city to do all kinds of things by which they earn their expenses. Many work in homes; some are employed in the cafes, hotels, and restaurants; several work in tailor shops; others collect laundry; a number of girls add to their expense money by caring for small children while their mothers are busy or absent from home; girls who have become proficient in sewing find that they are in demand.

Of the more than 100 students who are paying their own expenses but who are not working at the present time, many are teachers; but there are those who have sold their crops and are coming to school on the proceeds; one girl sold cakes regularly in her home town and thereby made and saved enough money to attend school.

Boys who work in the Agricultural department are enabled to do many things which help defray expenses.

Three men are making extra money by writing for newspapers.

The town of Canyon with its 2,000 permanent residents furnishes work for eighty three students, which is a notable accomplishment, especially in these days of money stringency.

Missouri Men Come Here To Buy Calves to Feed

Messrs. John ... W. E. Hudson and Chas. S. Wright of Carrollton, Mo., reached Hereford the latter part of last week and are here buying calves for stock feeders.

Says Tobacco Must Go Way Of Saloon



Dr. Charles G. Pease, president of the Non-Smokers' Protective League, says that the war against the use of tobacco is now on in earnest. He says: "We are going to do to tobacco just what the Anti-Saloon League did to drink."

Red Cross Field Of Action Covers All the World

Represented by 93,668 members, the American Red Cross penetrates to nearly every part of the world. The insular and foreign roll call statistics for the past year are a most conclusive manifestation of the Red Cross spirit carried into the most remote lands. In Europe there are 4,083 members; in Turkey, and active in the Constantinople Chapter, 3,545. China has an enrollment of 2,253; Africa, 136; India, 224, and Australia, 29. Even Vladivostok, in frigid Siberia, has a live chapter with 100 members. The Philippine Islands can mobilize 58,747 under the Red-Cross banner and Hawaii 7,863. The total funds raised through foreign and insular membership enrollment and sent to national headquarters in Washington amounted to \$60,216.54, while an additional \$33,359 was forwarded for the endowment fund of the American Red Cross. The high seas roll call in 1922 was an inspiring success. The Navy signed on 4,337 for the Red Cross and the merchant ships 4,141. Of the total membership outside the United States 83,980 are registered with chapters in foreign lands, the insular possessions and dependencies.

Business Men Move Into New Quarters This Week

J. Frank Potts, Abstracter, moved his office this week from the rear of the First National Bank to the old post office building next door, where he has more room and a splendid vault for his records.

Ashbrook & Wilson immediately moved into the vacant office and were practically straightened up Tuesday. Messrs. Ashbrook and Wilson announce that W. S. Williams, auctioneer and land man, has joined them, and in the future the three will office together and cooperate in several ways. Mr. Williams will handle land deals in addition to his other business. Mr. Wilson will push the Bankers' Benefit Association, while Mr. Ashbrook will attend to his real estate holdings and other interests.

"COMING EVENTS CAST THEIR SHADOWS"



DALLAS FAIR EXHIBIT WAS WORTH MONEY

JONES AND ELLISTON BOTH PRAISE THE ENTERPRISE

A SCOUT MASTER

For Boys Troop is Recommended on Motion of Rev. J. R. Sharp

The Rev. J. R. Sharp, Scout Master for the Boy Scouts for several years, appeared before the Chamber of Commerce luncheon held at the Stockmen's Cafe Monday and asked that a new Scout Master be recommended by the organization for the next twelve months. Rev. Sharp explained that it was the annual custom to name the local Scout Master and an Advisory Council of business men in each October, the names to be certified to the head office in New York. He suggested that A. L. Biggs be recommended for the honor, Mr. Biggs having been Assistant for several years and being thoroughly conversant with the work. On motion the suggestion was adopted and Mr. Biggs asked to select a Council that would work with him. Rev. Sharp then thanked the Chamber of Commerce for its moral and financial support of the Scouts in the past.

The chairman called attention to the fine work of the United Daughters of the Confederacy in improving and maintaining the U. D. C. Park in East Hereford the past year. He also highly complimented S. R. Cresap, who handled the park for the ladies at a total cost over all of \$60. A motion was passed congratulating the U. D. C. ladies and Mr. Cresap on the splendid civic spirit demonstrated, and the secretary was instructed to draw up a suitable resolution to this effect and present it to the U.D.C.'s.

Detailed reports of the county exhibit shown at the Dallas Fair were made by J. S. Jones and J. B. Elliston, who were in charge. Mr. Jones stated that the winning grains at Dallas were in almost in every instance hand picked, grain by grain, and that the prize-winning exhibits were all exactly alike, owing to requirements of the score card system. Deaf Smith county, on the other hand, put the natural stuff into the booth as it came from the field, giving it an entirely different appearance, and it drew the crowds for this reason. He said that the cotton was the drawing card above all else and that lots of people would undoubtedly come here if they could be convinced that cotton can be matured here. He congratulated the county upon the showing made at Dallas and believed it a splendid investment.

Mr. Elliston said that there was a constant demand for our literature and that visitors kept asking for the actual names and addresses of the producers of the exhibits shown. He said that if the people of this county would stick together and follow up the results at the fair there would be something doing the coming year in land sales and settlement.

G. W. Brumley discussed the hog markets and prices paid farmers for their hogs. The discussion centered around the best markets and their effect on the prices that could be paid the farmers. Mr. Brumley stated that through careful selection of shipping points he had actually paid the farmers of this community \$127.00 more per car from their hogs the past year than if he had not been so particular about it.

Chairman McDonald talked personally to the local cattle men, expressing his opinion that the man or firm that went out into the field this winter and raised prospectors would be the ones to sell the land.

The meeting next Monday will be held at the Cordova Hotel. Those present Monday were: D. L. McDonald, Rev. J. R. Sharp, A. L. Biggs, F. B. Tibbittson, W. R. Steckman, E. S. Ireland, N. C. Vogele, C. A. Skelton, D. F. Ashbrook, J. S. Jones, W. M. Knight, Homer Wilkinson, Rev. Paul J. Merrill, M. B. McLean, A. A. Ott, Ralph Barnett, L. Baskin, J. B. Elliston, A. M. Jones, E. W. Harrison, S. B. Holman, G. W. Brumley, Noah Meadows of Pampa, Messrs. A. G. Noble and Bill Ewers of Dimmitt.

City Commissioners Hold Regular Monthly Meeting

The City Commissioners held a routine business session at the City office in the courthouse Monday morning. It is understood that the meeting was held merely for the passing of monthly bills and other monthly routine.

Immortal



**He Gave His Life
For His Fellowmen
Our Unknown
Soldier**

of land, measured in the thousands of acres, since 1918.

Movement Starts

As a result of the wonderful success of cotton here and over the whole North Plains this year, a gigantic movement is under way to cut up the great ranches and turn them into small farms. Amarillo business men, many of whom last year fought the idea of bringing cotton to North Plains, now are lending financial and moral support to the campaign being conducted by the Board of City Development to let the world know that "here is the ideal cotton country."

Last week a large delegation of bankers and business men called upon the Board of City Development which is Amarillo's chamber of commerce, and informed its officials that they were sold to the idea of raising cotton and that the small farmer could prosper here as in no other section of the south.

They had been doing some figuring. They obtained reports from other states and other sections of the country where the agricultural land produces no more cotton, or feed stuff for that matter, and compared them with conditions here. They found that land of the same quality as that on which Sheriff Whitaker's cotton was grown, on an average sells for \$100 per acre.

Much Cheaper Here

The average price of the farming land here is \$35 to \$40. But the greater portion of the land west and north of Amarillo, or what is known as the North Plains of the Trans-Canadian belt, consists of big ranches. Some of the largest ranches of the world are located here.

"If we could turn those big ranches into small farms and sell them to homeseekers on easy terms we could convert them into a veritable garden spot," said the business men.

Then the Board of City Development got busy. They took the matter up with the big ranch owners. The latter replied by saying, "That's just what we've been looking for but no one had taken the initiative."

Now "Cotton" is the talk of Amarillo and the North Plains.

Started in Moore

To one North Plains county this was not the first year to demonstrate that cotton could be successfully grown north of the 35th parallel. Last year Moore county, of which Dumas is the county seat, and 50 miles north of Amarillo, produced 50 aies of cotton on 100 acres.

This caused much speculation and those slow to believe that the staple would be a success on the Plains declared that the most favorable of con-

ditions had obtained and that it could not be counted upon one year with the other.

Nevertheless, on the strength of Moore County's cotton crop last year, nearly every county of the North Plains ventured a few hundred acres in the way of an experiment this year and as a result gins in a half dozen towns are now being built to handle the crop.

But the Amarillo Board of City Development intends that the country shall know about the possibilities of cotton on the North Plains, not Potter County solely, and by the fall of 1924

it would not be surprising to see big fields of the fleecy staple on the present site of the T-Anchor, J.Y. Turkey-Track, and other famous ranches of the Panhandle.

The Brand wants clean cotton rags.

W. S. WILLIAMS

Live Stock and General Auctioneer
HEREFORD, TEXAS
Date List at Brand Office

INSURE IN SURE INSURANCE

The A. L. BIGGS Agency "Dependable Service"

Phone 50. Hereford

**Will He Always Look
Up to You?**

Today, through his childish eyes, your little boy looks up to you as the greatest Daddy in the world. He believes in you with all his heart.

As the years go by and understanding comes, will you hold that same respect? Will you be able to give him the education he ought to have—to buy him the things that other children have? It is up to you.

Come in and talk it over with one of our officers. This Bank is helping hundreds of others in similar circumstances to get ahead.

Think it over.

The First State Bank & Trust Co.

LABELED COALS

We have after considerable investigation, adopted as our line of coals those produced and sold by The Victor American Fuel Company, of Denver, Colorado. They are among the large miners of coal and they own several large and choice properties.

They have three mines on this side of the Rocky Mountains from which we will get our coal: that is Ravenwood, Chandler and Matland. All lump coals from their mines will bear the label pasted on the lumps, showing the mines from which it comes; the nut coal will have the labels mixed in the coal. In this way you will always know from which mine the coal comes and you can order the coal that suits you best. While all these are choice coals, every person has his preference as to coal and you will learn to order what you want. There can be no substitution by the dealer as the label tells the tale.

We have these coals arriving now and can fill your orders in these coals. Test them—for quality, and satisfaction, and you will order no other.

Hereford Light & Power Co.

"Your Electrical Servants"
Phone 388

**Amarillo Starts
Move to Develop
Cotton Industry**

By T. E. Johnson, in Amarillo News

That's the story of the first cotton crop in Potter County and on the North Plains. Last week the first bale of cotton ever produced in this county was ginned and sold at auction on the streets of Amarillo. It came from the farm of Sheriff Less Whitaker. He has 60 acres and will gather 30 bales. Other crops of cotton in this county and adjoining counties, planted this year as an experiment, are yielding one half bale to the acre—and conditions have been anything but favorable.

First rains were exceeding late. Cotton was not planted until nearly the middle of June. Then one of the hot-

test summers ever experienced in the Panhandle came on. It looked as though the Panhandle's first cotton crop was doomed to failure. But the land of the North Panhandle has a heavy mixture of sand. Moisture, sufficient to carry the crop through the hot months of July and August, was stored in this soil.

Fall rains did not come until the middle of September but they helped mature the bolls. Now the cotton is opening and the eyes of Amarillo and the North Panhandle have been opened. Cotton is on the lips of everyone. Whitaker's 60 acres of cotton is going to make him more money than any wheat farmer in the county has made during the past three years on a whole section of small grain, farmers will tell you.

Ranchers in this country will take an affidavit that Whitaker's 60-acre crop of cotton is equivalent to all the revenue produced by their vast bodies

**The Popular Store's Great
Customers Benefit Sale**

HEREFORD,
TEXAS

Ten Times This Space Could Not
Advertise all the Bargains
Here For You!

SALE
STARTS
NOV. 3

SHOES

Men's Work Shoes
Army last, value
\$4.50. Spec. **\$2.89**
A counter full of
good new dress
shoes, regular \$6
and \$7. Sizes 6 to
11. Choice— **\$4.00**

Also a full assort-
ment of Boys new-
est styles of dress
shoes, all leather,
value \$4.75. Your
choice, sizes 2 1-2
to 6 — **\$2.98**

Our stocks of shoes
consist of the famous
makes, Buster Brown,
American Gentlemen,
McElroy, etc.

UNIONS

Men's Union Suits
16 oz. weight, rib-
bed, regular \$2.00
value, Special **\$1.45**
Fleece Unions, Men's
Special for this sale,
sizes 34 to 48, **\$1.18**

SHIRTS

Men's O. D. Wool
Shirts, value \$3.75
Price — **\$2.78**
Men's and Boys'
heavy flannel shirts
all colors, sizes 12
to 18, value up to
\$2.75, Price **\$1.48**
Men's, Boys' and
Misses' Overshoes
and Boots at reduc-
ed prices.

This is Your Opportunity to
Get Your Xmas Gifts
Now at a Big Saving!

EVERY PIECE OF MERCHANDISE WILL
BE MARKED DOWN
Come and See For Yourself
YOU CAN'T HELP BUYING

Sheep Lined Coats, Jackets, and
Leather Vests

Sheep lined Coats, Jackets and Leather Vests
about 250 to select from. Priced **\$4.98** up.

REAL REDUCTION ON REAL
MERCHANDISE

Take Advantage of it NOW!

OVERCOATS

Men's and Young
Men's, value \$25.
Special — **15.00**

SUITS

All-wool Suits, prices
range, with
2 pairs pants
\$20 up to **\$45.00**
1 pair pants
\$17.75 up to **\$35**

Men's and Boys' Win-
ter caps, all colors,
Special, — **75¢** up

2500 pairs of Socks,
all colors, your
choice — **9¢**
Wool Socks, regu-
lar 75¢ value.
Special — **44¢**

STOCKINGS

Children's Stockings,
Scout Brand, heavy
ribbed, black and
brown, regular 50¢
value, sale price **29¢**

Ladies' Hose

Ladies' Wool Hose,
this fall stock **79¢** up.

House Slippers

Ladies House Slippers
a nice Christmas Gift,
size 2 1-2 to 8, — **89¢**

Men's Pants

Men's Heavy Mole
Skin Pants **\$2.78** up.
Men's and Boys'
Sweaters at Reduc-
ed Prices.

Protection!

Against **FIRE**
Against **DEATH**

Against **OLD AGE**
Against **ACCIDENT**

In the Best and Safest Companies
in the World!

JONES-BARNETT AGENCY
Insurance and Bonds
As Old As Hereford.

The Hereford Brand

ISSUED TUESDAYS AND FRIDAYS

Beth B. Holman Walter R. Steckman
Holman & Steckman
Publishers

Entered as second-class matter at the postoffice at Hereford, Texas, under the Act of March 3, 1879.

First number of the paper issued Feb. 23, 1901, as The Hereford Reporter (weekly); first number of The Brand (weekly) issued March 21, 1902; first number of The Brand (semi-weekly) issued May 3, 1921.

Subscription, Zone 1—per year, \$2.00
Subscription, outside Zone 1, per year \$2.50
six months \$1.50
three months \$1.00
No subscriptions accepted for less than three months.

ALL SUBSCRIPTIONS STRICTLY IN ADVANCE

Classified Advertising

Want Ads., Rentals, Lost and Found, Exchanges, Lands and Stock, City Property, etc.
RATES: classified, first insertion, 1c per word; minimum 25c; subsequent insertions, 1-2 cent per word; minimum 25c.
CASH WITH ORDER.

FOR SALE

FOR SALE—Royal typewriter, in good condition, See 7913t Whiteface Printing Co.

TRAILER

FOR SALE—A Trailer and galvanized iron granery. 79-tf E. W. MORGAN

The Brand wants clean cotton rags.

FOR SALE—A number of good young Jersey cows, some fresh; some terms if desired. See 75-tf-2tpd. C. S. PURCELL

FOR LEASE OR SALE—Have creek pasture and stock fields for lease and some feed for sale. 73-9t-pd KYE HIGGINS, Hereford

FOR SALE—Four acres, S. 1-2 Block 47 Evans addition to Hereford, Tex. For price and terms, write Mrs. E. B. Carhart care of First National Bank, 76-8t pd. Lankershim, Calif.

FOR TRADE—160 acres unimproved land three miles west of Hereford, for cattle. See 70-tf E. W. Kinney

FOR SALE—or trade; 160 acres, will take cattle and Ford Truck in part payment. E. W. MORGAN, 80-tf

Like to hear from owners direct of Panhandle farm and ranch land who desire to sell or trade. We have several buyers if price is right. Remember the war is over, send full description, location and numbers in first letter. Hurley & Young, 298 Isom Bldg. 81-3t-pd Lawton, Oklahoma

WANTED

WANTED—RAGS
Good, clean cotton rags suitable for wiping machinery. THE BRAND

HOUSEHOLD GOODS

WANTED—To sell all of our household furniture at bargain prices. 1 bed room suit six pieces, 1 dining room suite 9 pieces, 1 breakfast suite 5 pieces, 1 new Round Oak double burner heating stove, 1 Hoosier Kitchen Cabinet, 2 Axminster rugs 9x12, 1 auto tent and various other articles to numerous to mention. 78-tf WALTER FULLWOOD

WANTED—Men with row binder to cut row crop. Percy Welliver 76-tf

LOST AND FOUND

LOST—A boy's dark green, with gray collar, sweater; lost between town and South Hereford on October 19. Finder please inform the Brand or Mrs. Ed East. 81-2t

FOUND—Automobile tail light and number. Call at 81-1t-pd Magnolia Filling Station

WANTED—Good clean cotton rags. THE BRAND

LODGE DIRECTORY

Hereford Lodge No. 849, A. F. & A. M. Stated meetings, second Monday each month.

Geo. L. RUSE, W. M. J. S. JONES, Sec.

Hereford Chapter 245, R. A. M. Regular meetings, first Monday of each month.

Carl P. COCKRELL, H. F. J. S. JONES, Sec.

Billy Romonoff and Jack Gorman, "The Chicago Wildcat," to Wrestle At the Stock Pavilion Friday Night

Another interesting wrestling match between well-known welter weights is announced by the Hereford Firemen, to be held at the Stock Pavilion on

Billy Romonoff



next Friday night, November 2, beginning at 8:30 o'clock sharp.

The contestants will be Billy Romonoff, who threw Jack Hudson here last week, and Jack Gorman, known as "The Chicago Wild Cat." In addition there will be two or three preliminaries between local men, band music and a general good time all around. The Pavilion will be heated for the occasion if necessary to insure comfort of patrons. A new feature this time will be the fact that ladies will be admitted free of charge.

Romonoff displayed his wares here last week and showed himself a master of the deadly head-lock, the same hold employed by "Strangler" Lewis, now champion of the world. In Gorman, however, the local boys believe they have a man who will be able to withstand this dreaded hold. Gorman's neck is said to be so short that the head-lock is ineffective when applied to him and for that reason he does not fear it.

Both men come with a good reputation for being clean athletes and high class wrestlers, and the local fans are highly interested in the outcome.

Jack Gorman



Railroads Arrayed to Wreck Her Business



Miss Helen Schultz, 24, of Mason City, Ia., is single-handed fighting four powerful railroads which oppose a renewal of her permit to operate auto buses out of her town.

From Neighboring Towns

WYCHE

We have had another flood, each one we think will surely be the last. Both lakes between here and Hereford are overflowing and, on their way to the creek, are filling the road with water.

Mr. and Mrs. Ira Faulkenberry and family visited in the J. J. Clayton home Sunday.

Mr. and Mrs. Oby Blanchard and family visited in the J. F. Gold home Friday.

Mrs. B. C. Taylor returned Sunday after a two weeks' visit with her three children who are going to school at Canyon.

Mr. Harry Schultz has been staying with her mother, Mrs. Miles, who is quite ill at her home in Hereford.

J. J. Clayton sold his home to C. J. Paddock. Mr. Paddock will move to his new home some time in the near future. Mr. Clayton is looking for a location and we hope they will not leave our neighborhood.

Don't forget to come to the pie supper at the Wyche school house next Saturday night, Nov. 3, for benefit of the Sunday school. Everybody invited.

Orr's Tailor Shop

For a limited time, on early orders 10 PERCENT DISCOUNT

The Delco-Light Washer

The most remarkable washing machine ever built. Designed by Delco-Light engineers. Made from accurate tools and properly machined. All complicated and troublesome parts eliminated. No clutch; no trains of gears; no dangerous exposed parts. Built to Delco-Light standards throughout. Scientific tests prove that it actually washes clothes cleaner.

Made in 32 volts and 110 volts for both city and country.

Electric Service Station

and through colleges and high schools large groups of students receive instruction. The Red Cross also gives this course through Boy Scouts, Girl Scouts, Y. M. C. A. and similar organizations, and its standard methods have been adopted by railroads, electric and gas companies, mines and in the metal industries. The aim of this Red Cross service is to cut down radically the average of 60,000 accidental deaths per year in the United States.

Why don't you go to Church? Good Printing at the Brand

IT IS ONLY NATURAL

that a bank should accommodate its customers above others.

Knowing this, no man can afford to be without a banking connection.

The First National Bank
The Bank of Safety and Service

Mr. and Mrs. Will Sawyer and family spent last Sunday with Mrs. Frank Corn in Hereford.

Mrs. R. W. Hough and daughters, Mary and Mildred, visited Mrs. Goodwin Wednesday.

Miss Orla Elliston spent Saturday afternoon with Miss Mildred Sawyer. Mrs. Grover Chandler and daughter, Lola May, visited in the Gold home last Monday.

Last Saturday evening Miss Leona Schultz entertained in honor of Mr. and Mrs. Walter Schultz, who left for Washington Tuesday. Several hours were very pleasantly spent in dancing and many expressions of farewell and good luck were tendered Mr. and Mrs. Schultz who will be greatly missed from this happy circle. At a late hour coffee and sandwiches were served and soon the hour came to depart. All the connection and a few friends were present.

BETHEL

More rain, fog, cold and even a skiff of snow flakes. The farmers are becoming anxious about the gathering of their crops, but as yet they are unable to get into the fields.

Mr. and Mrs. Jim Bagwell had as dinner guests Sunday the following: Messrs. and Mesdames A. M. Brownlee and daughter, Loyal Lust and K. Roberts.

H. F. Lambert delivered his speech to Hereford the first of the week. The

(Continued on Page Four)

C. R. Barber

AUCTIONEER
Hereford, Texas
Pure bred livestock and farm sales given special attention

SHIVERY WEATHER!

Calls for the Old Reliable—
ROUND OAK HEATERS
HOT BLAST HEATERS
BARLER OIL STOVES
We Sell 'em!

GARRISON BROS.

Our ADVICE

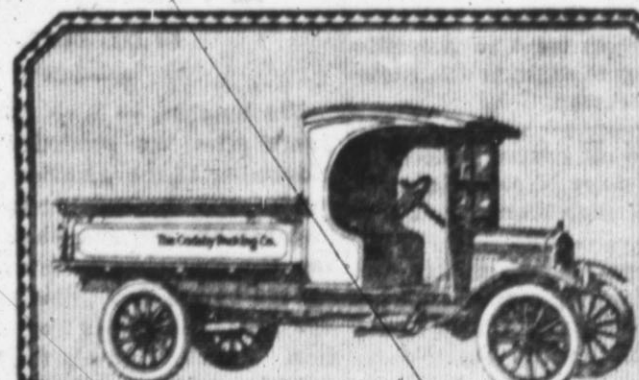
SEE US FIRST! AND LAST! Our line is complete in the following—

- Wind Mills
- Pipe
- Stoves
- Drinking Tubs
- Harness
- Dishes
- Guns
- Ammunition
- Shelf Hardware
- Aluminum Ware
- Enamelware
- Tinware
- Wagons
- Plumbing Goods
- Coaster Wagons
- Velocipedes

Dunlap Hardware Company
HAVE WHAT YOU WANT WHEN YOU WANT IT

Ford

Truck Chassis
1370 lbs.



Flare board body type, ideal for packers, plumbers and others hauling heavy merchandise. Body types to meet every hauling requirement can be supplied.

A dividend-paying business utility—a truck that carries its load day in and day out with a minimum of attention. Its ease of handling adapts it for use in the limited areas about loading docks, warehouses and construction locations. Powered by the famous Ford Model T engine through the Ford planetary transmission and special Ford worm gear, it brings to the business man the lowest possible expense for operation. Its delivery service is abundant and upkeep, it pays the highest dividend—power, reliable operation, and real ends on the investment of any economy for which the Ford product is notable everywhere. These trucks can be obtained through the Ford Weekly Purchase Plan.

WILKINSON MOTOR COMPANY

Ford

CARS · TRUCKS · TRACTORS

STAR THEATRE
THURSDAY AND FRIDAY

The Rex Ingram Production
"Where the Pavement Ends"
with
Raymon Novarro and Alice Terry

STAR THEATRE
THURSDAY AND FRIDAY

LOCAL HAPPENINGS

Lawrence Johnson of Summerfield was in Hereford Tuesday morning.

J. L. Wilson went to Friona Tuesday morning.

Rye Seed—Jones & McLean.

Mrs. Jack Lester of Amarillo reached Hereford Tuesday morning.

The U. D. C. Chapter meets on the second Friday of each month. 77-11

W. O. Fox went to Amarillo Saturday morning.

Radiator Alcohol for sale at City Drug Store.

Dr. C. L. Armstrong went to Panhandle, Texas, Saturday morning.

Kanred wheat seed—Jones & McLean.

W. Hill of Saffordville, Kansas, was in Hereford the latter part of last week.

The Brand wants clean cotton rags.

Mrs. George Cloyd reached home Monday from Dallas.

Kanred wheat seed—Jones & McLean.

B. J. Galbreth went to Panhandle on business Monday morning.

Rye Seed—Jones & McLean.

Mrs. J. B. Hammer was called to Siloam Springs, Ark., Monday morning by the illness of her niece.

Beginning Nov. 1 I will place on sale everything in the store.

Vogele Millinery Parlor.

F. H. Oberthier reached home Monday morning from Dallas and Comanche, Texas.

Just received a large shipment of candles at the City Drug Store.

Walter Caylor spent the week end with friends. Mr. Caylor returned home to Amarillo Monday morning.

We have club rates on magazines and cut rates on papers. Your subscription appreciated. Prewitt News.

Brother James left for Graymoor, New York, Monday morning on a business trip.

Beginning Nov. 1 I will place on sale everything in the store.

Vogele Millinery Parlor.

L. P. Perkins made a business trip to Oklahoma City, starting Saturday morning.

Keep in mind the Xmas Bazaar to be given by the Methodist Ladies on December 13, 14 and 15.

D. C. Laird went to Amarillo on business Saturday and returned home Monday morning.

Beginning Nov. 1 I will place on sale everything in the store.

Vogele Millinery Parlor.

Mrs. S. E. Askrin went to Amarillo Tuesday morning to visit in the home of Mrs. A. E. Kirkman.

We have few oil heaters priced to sell. Better not delay if you want one.

Dunlap Hardware Co.

Mrs. Betty Reynolds returned to her home in Slaton Monday morning. Miss Reynolds visited her friend, Miss Frances Heiselman, the past week.

Get your school supplies and a free picture show ticket at the City Drug Store.

A. H. Elliston arrived home from Dallas, Tuesday morning. While in Dallas Mr. Elliston had two minor operations.

The best and most complete line of stoves ever in Hereford. We deliver and put up all new stoves sold here in town. Dunlap Hardware Co.

Glenn Wier and mother of Friona reached Hereford Tuesday morning. Mr. Wier is here for medical examination.

THANKSGIVING DINNER

The Ladies of the Christian Church will serve a dinner in the basement of the Church on Thanksgiving Day.

Messrs. J. L. Sliip and C. P. McCollough of Panhandle, Texas, were in Hereford the latter part of last week on business.

Mr. and Mrs. John H. Edwards of Odessa, Texas, were in Hereford last Wednesday visiting in the home of Mr. and Mrs. B. F. Guthrie.

Do not buy a second hand stove without first seeing and pricing our new ones. We deliver and put up all new stoves sold here in town. Dunlap Hardware Co.

J. W. Edwards left Hereford for Clovis Monday morning. Mr. Edwards has been visiting his mother, Mrs. Mary Tice.

Judge Reece Tatum, Atty. Clifford Braley and court stenographer Baker of Dalhart reached Hereford Monday morning.

Mr. and Mrs. G. W. Kleth went to Amarillo Monday morning to visit in the home of their son, E. L. Kleth, and take in the big circus.

Most second hand stoves cost more than a new one in the wasting of fuel. Buy a new stove at a close price and save fuel. See us first, and last. Dunlap Hardware Co.

Mrs. Paralee Wilson returned to her home in Amarillo Monday morning. Mrs. Wilson visited in the R. G. Ross home.

A. M. Brownlee of Dimmitt was in Hereford on business Monday morning. A pie supper will be given at Dawn School next Tuesday night, the 30th.

J. H. Wagner left Hereford Tuesday morning for Brookville, Indiana. Mr. Wagner will visit with his family and also transact business in Chicago before returning home.

PLAYERPIANO

To be Sacrificed

A modern playerpiano of high quality left on our hands in public warehouse, will be closed out at a big discount. No reasonable offer of price and terms refused. Write today for full information to the Knight-Campbell Music Co., Denver, Colo. 77-79-81

Mr. and Mrs. J. F. Snyder returned to their home in Lawrenceville, Ill., Tuesday morning. Mr. and Mrs. Snyder visited in the home of their son, Glenn Snyder.

Mrs. E. S. Ireland and nephew, Boone Whitaker, went to Canyon Saturday morning to visit relatives. Mrs. Ireland returned home Monday morning.

RED CROSS HELPS WAR'S SUFFERERS

Aids 200,000 Veterans and Their Families—27,000 Disabled Still in Hospitals.

SPENDS \$5,866,255 IN YEAR

Individual Attention Assured to All Physically Ailing or in Distress.

Washington. — War service five years after the armistice, which on November 11 the American Red Cross marks with the opening of the annual membership canvass, shows that during the past year assistance was extended by the Red Cross to some 200,000 ex-service men or their families. To 130 hospitals throughout the country approximately 75,000 ex-service men were admitted for treatment, and to 63,296 of these men definite and specialized service was extended, the

Red Cross annual report discloses. In all hospitals under government operation a total of nearly 27,000 disabled veterans were reported by the Surgeon General of the Army.

These facts of the aftermath of physical and mental disability five years after the World War, and the burden resting upon the relatives and dependents of the ex-service men, show conclusively the great need of the Red Cross to act as a supplementary arm of the government in service to these many thousands of men who wore the uniform of the United States. It should be emphasized that government assistance is necessarily standardized along specified lines affecting them as a whole. The Red Cross service is to the individual man and the solution of his problems. This the Red Cross designates "home service" for its aim to give the loving care and interest of the home to these men undergoing physical reconstitution far from their actual home influences.

Year's Expenditures \$5,866,255

In the year ended last June 30 the Red Cross reports \$3,920,000 spent by its Chapters in extending individual attention to the ex-service men and \$1,946,255 spent by National Headquarters of the Red Cross, a total of \$5,866,255. In behalf of the men called to duty in the World War the Red Cross since July 1, 1917, has spent nearly \$164,000,000. Today there are 2,603 Chapters in as many localities carrying on this work, aiding the individual veteran, assisting his family, furnishing creature comforts and funds to tide over troublesome periods.

The strong connecting link between the Red Cross and the United States Veterans' Bureau takes the complications out of difficult cases of claims. The Red Cross in this work requiring personal representation of the ex-service man has acted in appeal cases, insurance matters, personal and family problems, camp and hospital activities, and in cases of death. This service handled nearly 12,000 compensation and insurance claims, and 2,225 allotment and other claims.

Solves Serious Problem

The financial problem of the ex-service man when traveling to and from hospitals is a serious one, and in meeting this constant demand the Red Cross expended \$138,334.17 during the year. For extra recreational equipment in Veterans' Bureau training centers \$14,206 was spent, and for the blinded veterans in the government school funds were supplied to enable some of these unfortunate men to enter business as storekeepers and poultry raisers.

In Veterans' Bureau hospitals the record of a single month illustrates the large service rendered by the Red Cross. For example, 15,504 new cases required attention, and a total of 26,007 cases were acted upon; 49,368 letters and 1,863 telegraph messages written, and more than 1,600 entertainments given in recreation houses for the benefit of the patients.

Robs Calomel of Nausea and Danger

Medicinal Virtues Retained and Improved—Dangerous and Sickening Qualities Removed. Perfected Tablet Called "Calotabs".

The latest triumph of modern science is a "de-nauseated" calomel tablet known to the drug trade as "Calotabs". Calomel, the most generally useful of all medicines thus enters upon a wider field of popularity—purified and refined from those objectionable qualities which have heretofore limited its use.

In biliousness, constipation, headaches and indigestion, and in a great variety of liver, stomach and kidney troubles calomel was the most successful remedy, but its use was often restricted on account of its sickening qualities. Now it is the easiest and most pleasant of medicines to take. One Calotab at bedtime with a swallow of water—that's all. No taste, no griping, no nausea, no salts. A good night's sleep and the next morning you are feeling fine, with a clean liver, a purified system and a big appetite. Eat what you please. No danger.

Calotabs are sold only in original, sealed packages; price thirty-five cents for the large, family package; ten cents for the small, trial size. Your druggist is authorized to refund the price as a guarantee that you will be thoroughly delighted with Calotabs.—(Adv.)

The Other Fellow's Pocket

"A little in one's own pocket is better than much in the other man's purse." Sometimes we wonder if the ancients of great wisdom and wise sayings practiced what they preached—we doubt it.

—But how true it is that a little saved for ourselves is much more to be desired than much expended for the other man's profit.

You save your money or the other fellow will. Don't give him the opportunity. Save what you can spare. Save it regularly. Save it here.

The Western National Bank

Authorities declare that the present is a critical time in the lives of many of the disabled ex-service men who during the five years since the armistice have developed misgivings of recovery.

Work Among the "Regulars"

Service to the enlisted men of the Army, Navy and Marine Corps is a charter obligation of the Red Cross, which in the last year recorded over 200,000 cases of assistance extended and \$34,420 visits to the sick and disabled. Inquiries by the Red Cross at the request of Government authorities into the home conditions of soldiers, sailors and marines aggregated 17,714, and there were nearly 6,000 instances where the Red Cross located men for their families.

All these activities constituting a single responsibility of the American Red Cross demonstrated during the year that its "war service" in behalf of the veteran and the man enlisted in the nation's defensive arms must go forward unflinchingly and without stint of funds. The work of the last five years has welded a close bond of regard between the men who sacrificed and the Red Cross, whose efforts are praised and indorsed by the veterans' organizations. To do all that can be done to soften the consequences of the hard blows of war is the supreme duty of the Red Cross, to which it is giving its best work and most liberal service.

but the shipping was delayed until now.

Messrs. and Mesdames Loyal Lust, A. M. Brownlee, K. Roberts, Mrs. Ed Smith and family, Messrs. Emmett Rothwell, Irwin Hamilton, Glen and J. Z. Smith attended the sale at Dimmitt Saturday. Everyone reports a great time and lots of fun.

Mr. and Mrs. Emmett Rothwell entertained Mr. and Mrs. Boyd Kimbal and children at dinner last Sunday.

Owing to field work our school was dismissed the past week.

Mr. Boyd Kimbal is the new superintendent of the Sunday school. The stewards are busy making up the preachers salary and conference claims to be sent to the conference held at Plainview the last of this month.

Mrs. K. Roberts and Miss Margaret Simons spent Friday with Mrs. Ed Smith.

Messrs. Jim Bagwell, Irwin Hamilton and H. F. Lambert have been busy working cattle this week.

Mr. and Mrs. Loyal Lust were in Dimmitt Thursday afternoon.

Mrs. Emmett Rothwell spent Saturday visiting with Mrs. J. Z. Smith.

Mrs. M. A. Hightower and Miss Anita Willys were guests of Mrs. Irwin Hamilton Sunday. Mr. and Mrs. Hamilton and children attended church services in Dimmitt at both morning and evening.

Boyd Kimbal took in a load of cotton the first of the week.

cattle had been sold for some time but receiving was postponed on account of lack of cars. Mr. W. H. Phillips delivered his cattle to Friona this week. His cattle had been weighed and received

BETHEL
(Continued from page 3).

ALCOHOL and Commercial Glycerine

Make the best and cheapest antifreeze mixture for your radiator. Get it in time and save trouble and expense.

City Drug Store



ASHBROOK and WILSON

REAL ESTATE, RENTS AND INSURANCE

List your city property with us. We will rent your property and collect the rent

TRY US AND WATCH RESULTS

Top Prices Paid

Remember the Golden Rule Produce Co. pays the market price for Cream, Eggs and Poultry, Hides and Furs and its the top price too.

We handle Oyster Shells, Apples, Spuds and Honey

Golden Rule Produce

H. H. HAWKINS, Mgr.

COAL on Track

Mutual AND Nigger Head

Phone 1 Brings Us to Your Door

Jones & McLean

For Warm Duds

to wear during this winter spell which has just arrived we invite your inspection of the

VAST STOCK and LOW PRICES

offered in our

FALL HARVEST SALE

It's a Feast of Real Bargains in values that are rarely offered and at prices that will astonish you.

Pay Us a Visit

FOX Mercantile Company